

MORE AGENCIES PLACED HERE; MANY SHIPMENTS ARE COMING

Mercer and Locomobile Get Representatives; Reports of Cars on the Way Indicate Weakening of the Freight Embargo in the East; Searl Again Joins John Wiseman as Partner; Local Auto News.

AGENCIES were placed here this week for the Mercer and the Locomobile, which would indicate that the taste of southwestern motorists for high-grade cars is growing.

The Southern Motor company has 15 more Republic trucks en route. They unloaded a carload of ten and ten and a half models this week and a carload of two-ton models is due Monday.

The Lone Star Motor company secured several carloads of Dodge this week and one carload of Chandelers. Two carloads of G. M. C. trucks will be here next week.

Roy Weidner, Chandler factory service man, is spending a few days with the Lone Star.

G. M. C. Man Here. G. M. C. factory representative of G. M. C. trucks, is making his head-

quarters with the Lone Star Motor company, local G. M. C. representatives. The Thomas Motor company has been appointed service representatives of Rayfield caruretors and will carry a full line of parts.

George Senoff, of Chicago, has joined the Liberty sales staff of the Payne-Rakestraw company. This company reports a nice business developing for the Premier line. They have already made two sales. Another carload is due next week.

The Cadillac Sales company unloaded a carload of Cadillacs this week and two more carloads are due Monday. The Velie Motor Sales company received one carload of Velies this week and M. L. Naquin is looking for another shipment in a few days.

Stearns-Knight on Way. The latest advice about the new Stearns-Knight cars are that the first carload should reach the Motor Car Supply company within a week.

Mrs. J. C. Edwards, of Texarkana, is

Record Of 13 Years Of Auto Production

Year	Production
1904	21,700
1905	21,700
1906	22,462
1907	27,289
1908	35,846
1909	126,569
1910	175,800
1911	209,957
1912	278,261
1913	450,000
1914	574,114
1915	832,818
1916	1,517,708

*Passenger cars and commercial vehicles. Figures for the preceding years include passenger cars only.

due Sunday on a visit to her son, Francis Edwards, of the local Ford sales staff.

W. J. Lacy, Studebaker factory representative, returned on Friday from a trip to Amarillo, where he encountered some but good business.

George D. Elliott, of the Elliott-Garrett company, is here from his home at Amarillo on a business trip.

Frank Garrett, of the Elliott-Garrett company, will leave for California next week on business.

R. E. Parker is in El Paso on Studebaker business for the Elliott-Garrett company.

Overland Building Progress. Such rapid progress is being made on the new Overland building that the El Paso Overland company may be able to move to the Boulevard location before April 1.

An old-time partnership was renewed this week when F. L. Searl bought out the interest of C. Bond in Wiseman & Bond and became the partner of Bond, Wiseman, Messrs. Wiseman and Searl were associated in business several years ago and they will conduct their new partnership under the title of the Mesa garage. They will rearrange the shop and put in a new front, besides adding a full line of Ford parts and accessories.

The Franklin Motor Car company expects to unload a long past due shipment of Lippard-Stewart trucks on Monday. A carload of Marmon is also considerably overdue for this company. February tire business is doing some new records, according to C. F. Johnson, the El Paso man.

Ready for the Rush. H. H. Sweeney reports that the reconstruction of the American Auto Supply company's place of business is now complete and that he is now ready for a big spring and summer business in new tires and tire repairs.

Though the Knight is said to be the highest-priced tire on the local market, the Sunbelt-Knight Tire company reports a very good business, while the demand for the molded product of the Knight factory, the Blackstone, has been heavy. This company has doubled its stock of tires to take care of the demand.

The Cook Rubber company reports a good business in special lots of standard tires. The mail order business has been particularly good.

The used car market is brisker than ever before, according to the Hoagland-Ridge company.

Economical motorists are bringing a big business to the Universal Tire Specialty company, and manager E. E. Streeter states that he has had to put on extra help to care for the sewed tire trade.

Unusual Cord Tires. The first shipment of a very unusual size in cord tires, 22 by 5, reached the Quick Tire Service this week in U. S. Royal cords and manager Booth states that he now plans to carry all the unusual sizes that are obtainable in cords, as the demand is continually increasing, and special cars, now getting numerous here, require these odd sizes.

Many local motorists are preparing for the touring season by refitting their cars with Prestolite batteries, the Western Motor Supply company reporting a strong demand this week.

G. H. Sinden is in the west Texas territory for the Western Motor Supply company.

Borderland Gets More Room. Increasing business has necessitated more floor space for the Borderland Auto Supply company and they now occupy the full basement under the building at Kansas and Myrtle. This will permit the carrying of a big stock of the new Lee molded tires. They have also rearranged their salesroom to get more shelf room to display accessories.

Manager R. C. Waters of the Oklahoma Auto Sales company is congratulating himself on getting in a big stock of Oksdons before the freight embargo at Detroit became strict and he has been able for the past week to make immediate delivery on all orders, while the big stock on hand will permit this to be continued for at least another week.

The Halley Auto Repair company has been working day and night shifts for the past week to take care of the big business.

Night Service Popular. The new day and night service of the Mission garage is making a big hit with business men who want their trucks overhauled during the night so as not to interfere with business.

The El Paso Auto Sales company expects a carload of Mitchell's next week. E. L. Zwalley, service man of the Mitchell, is with the El Paso Auto Sales company for a few days.

F. Haybell, factory representative of the Chalmers, is in the city with the El Paso Auto Sales company.

Looks Like Dividends. The annual meeting of the Ross Rubber company is to be held March 1, and manager S. Z. Silversparr promises "something unusual" for the stockholders.

M. J. Stuart, of the Wichita truck branch, is in Silver City to superintend the unloading of a three-ton Wichita for Jack Arnold.

The West Texas Motor company is expecting another carload of Haynes four-passenger roadsters next week.

Marker & Yonge were burglarized on Thursday night, but the burglars got little for their trouble. Roy Yonge says that if the burglars had been back on Friday to hunt jobs, for they have had a big business in Ford repairs this week.

F. R. Shields, Ford agent at Carrizozo, N. M., spent several days at the Tri-State Motor company.

A. P. Burgard, bookkeeper at the Tri-State, has returned from a ten-day vacation.

H. C. Motter and Ray N. Pritchett, of the Tri-State force, just returned from a three weeks' trip over Arizona and New Mexico and report business conditions in that part of the territory exceptionally good.

ANOTHER TRAINLOAD ORDERED BY PHONE. J. W. Kirkpatrick, president of the Tri-State Motor company, is getting real restless with his telephone bills when it comes to hustling through shipments of Ford cars. The Tri-State got in a trainload this week, distributed nearly 20 carloads to subdealers and unloading 12 carloads for the El Paso trade.

On Thursday, "Kirk" called the Ford Motor company at Detroit and succeeded in getting through another trainload order for shipment immediately.

Sales and Deliveries

Reports of the El Paso Automobile Dealers for the Current Week.

NEARLY every concern in El Paso is booking orders ahead for both cars and trucks. The Dodge unfilled orders with the Lone Star Motor company exceed 75; the Republic truck unfilled orders with the Southern Motor company are over a dozen while the companies that have been able to get cars have done a "land office" business.

Southern Motor company—Oscar Lasser, Grant touring; C. W. Umbach, Miami, Ariz., Grant roadster; Young's Transfer company, Chilton, Ariz., Republic ton and a half truck; R. C. Kolar, Republic dispatch truck; Brink Brothers, Republic dispatch truck.

Lone Star Motor company—Dodge touring to Lester L. Brown, Fort Bliss; L. R. Taylor, Joseph Foley, Fifth cavalry, and W. T. Van Eit, Fifth cavalry; Dodge roadster to C. C. York, Hudson touring to Capt. W. H. Rucker, Eighth P. A.; City Service company,

C. T. Richards, Lieut. J. W. Viner, 11th cavalry, and L. C. Harrison, Chandler touring to W. L. Ritchie and C. A. Casaley, Chandler four passenger roadsters to Billy Ray and Lieut. Wilson, 16th cavalry.

Cadillac Sales company—Cadillac touring to Mrs. Sam Silverman and Sam Goodman.

El Paso Buick company—Buick "six" touring to Herbert McLeod and Frank Rindendorf.

Elliott-Garrett company delivered four Studebaker "tours," two Studebaker "sixes" and one National "six," names withheld by request.

El Paso Overland company—R. Schudmiller, Fort Bliss, Overland 85-4 touring; P. C. Worman, Overland 85-4 touring; P. C. Bird, Fort Stockton, carload; C. F. Proper, Overland 75 touring; M. R. Buchanan, Silver City, Overland country club roadster; T. A. Palvay, Overland 85-4 touring; R. L. Collins, Overland 75 touring; Roswell Hudson touring to Capt. W. H. Rucker, Eighth P. A.; City Service company,

Payne-Rakestraw company—Premier

touring to J. A. Albrecht; Liberty sedan to Mrs. C. E. Harle; Liberty four passenger roadster to Lieut. H. P. Blanks, Seventh Infantry. Utility trailers to El Paso Lumber company (one ton), Ben Weinstein Furniture company (half ton), Willow Springs Coal company (one ton), Hines Lumber company (one ton), Rio Grande Oil company (ton and a half).

Marker & Yonge—Ameson truck to Lee Griffith, Tolares.

West Texas Motor company—Haynes four passenger chummy roadster to Lieut. Hunt.

Tri-State Motor company—Ford to James Hibbert, Carrizozo; C. N. Deary, Vinton, Texas; Victor Bait, Jr., E. T. Lafon, C. T. Dunn, Dr. C. P. Brown (sedan); J. W. Price, R. L. Hankins, T. B. Cooks, Sierra Blanca; Magnolia Bottling works, Nations Meat & Supply company, City Service company, Foutz & Moore Furniture company, Perry, Kirkpatrick company (3), Felipe M. Romero, Mrs. F. Garfield (sedan), A. Browning, J. W. Kirkpatrick (sedan), Wilson Millikan company, Brickfield, Deming, truck; Wm. J. Lynch, El Paso Lumber company, Capt. H. Bowle, C. H. Johnson, J. S. Kerr, Deming; Geo. Beaudett, Jose Salader, El Paso Trunk factory, R. E. McKee, Overland grocery, Capt. O. W. Reithorst, Capt. W. R. Cowan, A. Rodriguez, W. E. Hale, Capt. P. E. Scott, Dr. B. Staten, Ralph A. Smith, Bray and company, China Pal-

N. Y. Police Official Suggests Rules For Operation of Trucks

In analyzing the causes of accidents by motor trucks, police commissioner Woods of New York has prescribed a set of rules for the guidance of the men who own this type of vehicle and which also have - and to uppedate eqi no follow v senger automobiles. The rules are:

1. Use every possible care in the selection of the driver.
2. Look after the condition of the truck. Be certain that it is in mechanical condition to meet every emergency.
3. Don't rely too much on the horn. Avoid its overuse.
4. Be careful in keeping the driver physically and mentally to the top notch of his efficiency.

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Before this invention, Eights and Twelves began to come into vogue. We built them for tests ourselves.

It seemed for a time that twin-types would supersede the Six.

But the Super-Six proved better. It has since then won every worth-while record. No car of any type or price has ever equaled what the Super-Six has done.

So, naturally, that stopped the trend to V-types. Some makers returned to Sies.

Now the Super-Six holds unquestioned supremacy.

Its sale from the very first has been limited only by factory capacity. No other fine car compares in popularity. It has far outsold any other car selling above \$1100.

All evidence indicates that for high-grade cars, the Super-Six will always hold the ruling place.

All this has come through reducing motor friction below any other type. The friction that wastes half your power, that wears the motor and lessens endurance.

We show this by speed tests, by hill-climbing, by quick acceleration. We show it by our record in the 24-hour test. By winning the transcontinental record twice in one round trip. By winning every stock-car test in which the Super-Six has entered.

Not because you want a car to do that. But because you don't want friction—the motor car's chief foe.

The One Great Question

Let no arguments confuse you. What all are after is minimized friction in motors. Less wasted power, less wear,

more durability. That's the sought-for object in all new motor types.

The Super-Six stands first in that. Every record proves it. That is why it out-performs every other type.

One must accept these records, rather than mere claims. As it stands today, the greatest car that was ever built is the Hudson Super-Six. And the new-styles bodies make it look its supremacy.

Also this year it has a gasoline saver, in the form of a device which governs the heat of the motor. It is another important economy.

It now outsells any other high-grade car. It is likely this year, as last year, to far outsell production. It would be wise, in our opinion, to choose your model now.

hPaeton, 7-passenger	\$1650	Limousine	\$2925	Town Car	\$2925
Cabriolet, 3-passenger	1950	(All Prices f. o. b. Detroit.)		Town Car Landaulet	3025
Touring Sedan	2175			Limousine Landaulet	3025



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with any accessory you may desire. A few of our specialties are the M. & Y. Running Board Braces, Duffy-Beamer Carburetors, Gray & Davis starting and lighting systems; Goodyear Tires, etc.

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